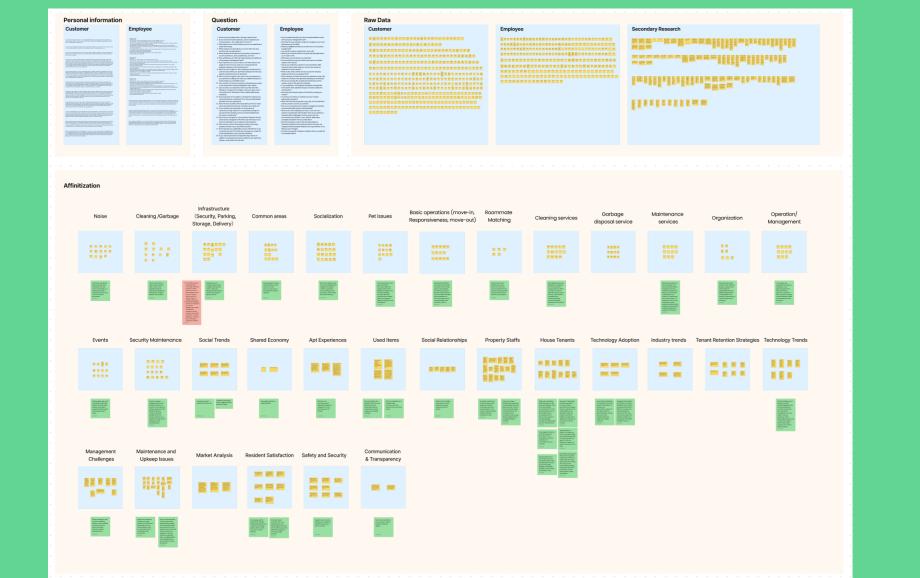
## EXPERIENCE MAP (Macro)

This map shows the range of experiences described by 7 interviewed & 73 surveyed tenants and apartment service staff. It displays their experiences, their thoughts and feelings through their journey. It also describes the touchpoints and channels interacted with at each moments.

## Data Collection

	1					Focus Part	
	Initial Rental Needs Identification	Property Search	Property Viewing	Lease Signing	Move-in	Experiences during the lease term	Move-out/Lease Renewal
Observations	+	-	+ +		+ +		-
Surveys	-	_	+		+		
Case Studies	+		+ +	-	+ +		-
Field Research	+	_	+ +	_	+ +		-
Interviews	+	_	+	-	+ +		-
Document Analysis			+	_	+		-
General Overview	+	_	+	_	+ +		_





Negative (E.G., Confused, Frustrated).

Offering Opportunities For Improvement.

Understanding Emotions Helps To Identify The Strengths And Weaknesses Of The User Experience,

